



# NATIONAL ELECTRIFICATION ADMINISTRATION

"The 1<sup>st</sup> Performance Governance System-Institutionalized National Government Agency"  
57 NIA Road, Government Center, Diliman, Quezon City 1100



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## ADVISORY

TO : ALL ELECTRIC COOPERATIVES  
SUBJECT : EARTH HOUR CAMPAIGN 2022

Earth Hour, a campaign which started in March 31, 2007 is a worldwide event participated in by over 185 countries. It aims to unite, take action and raise awareness on issues facing our Mother Earth. Since then, every year on the last Saturday of March, the call for environmental action echoes around the world to show support for the fight against climate change. With our country devastatingly wounded by so many typhoons caused by global warming, we must again express our advocacy for this urgent call to address environmental challenges.

As per Department of Energy memorandum which supports the celebration of the Earth Hour 2022 of the World Wide Fund for Nature (WWF) – Philippines Earth Hour 2022 with the theme **#CONNECT TO EARTH: SHAPE OUR FUTURE!**, the National Electrification Administration and the Electric Cooperatives' (ECs), staunch advocates of environmental protection and awareness, join the world in this year's **Light Switch-Off event to be held on Saturday, 26 March 2022, at 8:30 – 9:30 pm.**

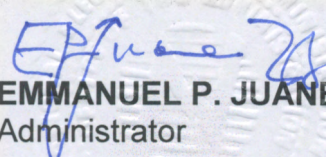
The ECs, as part of the Energy Sector, play a vital role in this worldwide campaign. Thus, we enjoin you to obtain broader support from the member-consumer-owners (MCOs) through the following:

- Encourage officials, employees and MCOs to **turn off majority or all non-essential lights in their respective households**
- Coordinate with the MCO organizations and other local groups to disseminate the importance of the event in their areas
- Promote Earth Hour 2022 activity on radio programs, information materials and EC official website

Let us be a part of the Earth Hour through a digital on-the-night event to communicate/post environmental awareness by way of social media using the hashtag **#CONNECT TO EARTH: SHAPE OUR FUTURE!**

Your active participation in the 2022 Earth Hour is more than just an hour for Earth – it's a movement for the future of the people and the planet, as a symbol of our commitment to protect our mother nature.

We look forward to your usual support and cooperation the EC way.



**EMMANUEL P. JUANEZA**  
Administrator

NATIONAL ELECTRIFICATION  
ADMINISTRATION  
Office of the Administrator



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